

Sexy Hair May Week 2

Test 1

\$7 or 2/\$12

58 stores: Easton and 1981 Broadway excluded from "average"

	Total Shop Results			
	Sales \$	RIMU \$	ADS	TRX
Total Shop	4.1%	3.9%	2.2%	1.9%
Garden	-1.5%	-1.2%		
Prestige	-1.6%	2.0%		
Color	1.8%	2.2%		

Average Store Sales	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 336	56	2.8%	5%
SHAMPOO	\$ 109	18	32%	32%
CONDITIONER	\$ 98	16	29%	29%
STYLING AIDS	\$ 94	15	28%	28%
TRIAL SIZE	\$ 35	6	10%	11%
Shampoos / Conditioners				
Hydrating	\$ 97	16	47%	47%
Normal	\$ 43	7	21%	21%
Clarifying	\$ 17	3	8%	8%
Volumizing	\$ 49	8	24%	24%
Styling Aids				
Spray	\$ 34	6	36%	36%
Balm	\$ 14	2	15%	15%
Curl	\$ 18	3	19%	19%
Mouse	\$ 21	4	22%	23%
Gel	\$ 7	1	8%	8%

Hair Performance versus Plan				
	Plan	Actual	Var	Var %
May Week 1	\$29,975	\$29,293	-\$682	-2%
Actual to Date	\$425,106	\$240,537	-\$184,570	-43%

Observations

1. Both of the test cells were up to BOC last week. The lower priced test stores up 4% and the higher priced test stores up 1.6%.
2. Hair penetration was up to 2.8% last week, from 1.6% the prior week in Test 1; and up to 2.2% from 1.6% last week in Test 2. This may be a result of moving off the Mothers Day fi
3. After two weeks of equal Hair sales between the two cells, the lower priced cell had 32.4% better Hair performance last week.
4. The lower priced test at \$7 or 2/\$12 was up 32% in Hair \$ sales, off of 57% more units. The Hair margin \$ were up 22% in the \$7 test.
5. Hair was down only (2%) to plan last week.
6. Hair was 5% of shop in Easton and 2% of shop in the Broadway store.

Test 2
\$8.50 or 2/\$15
30 stores

	Total Shop Results			
	Sales \$	RIMU \$	ADS	TRX
Total Shop	1.6%	1.9%	-0.1%	1.7%
Garden	-2.0%	-1.9%		
Prestige	-1.7%	-1.1%		
Color	0.5%	1.2%		

Average Store Sales	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 254	35	2.2%	3%
SHAMPOO	\$ 76	10	30%	29%
CONDITIONER	\$ 69	9	27%	28%
STYLING AIDS	\$ 68	9	27%	26%
TRIAL SIZE	\$ 40	7	16%	19%
Shampoos / Conditioners				
Hydrating	\$ 73	10	50%	50%
Normal	\$ 26	4	18%	18%
Clarifying	\$ 12	2	8%	8%
Volumizing	\$ 35	5	24%	24%
Styling Aids				
Spray	\$ 24	3	35%	35%
Balm	\$ 10	1	15%	14%
Curl	\$ 12	2	18%	18%
Mouse	\$ 16	2	24%	23%
Gel	\$ 6	1	8%	9%

IBC 0910

Sexy Hair May Week 3

Test 1

\$7 or 2/\$12

58 stores: Easton and 1981 Broadway excluded from "average"

Total Shop Results				
Total Shop	Sales \$	RIMU \$	ADS	TRX
Garden	2.3%	2.3%	1.0%	1.3%
Prestige	-1.1%	-0.7%		
Color	-0.9%	-0.6%		
	0.4%	1.2%		

Average Store Sales				
Total HAIR	Sales \$	Units	\$ %	Unit %
SHAMPOO	\$ 331	55	2.7%	4%
CONDITIONER	\$ 104	17	31%	32%
STYLING AIDS	\$ 94	16	28%	29%
TRIAL SIZE	\$ 88	14	27%	26%
	\$ 44	7	13%	14%
Shampoos / Conditioners				
Hydrating	\$ 96	16	48%	48%
Normal	\$ 43	7	21%	21%
Clarifying	\$ 16	3	8%	8%
Volumizing	\$ 43	7	22%	22%
Styling Aids				
Spray	\$ 31	5	36%	35%
Balm	\$ 12	2	13%	13%
Curl	\$ 15	2	17%	17%
Mouse	\$ 23	4	26%	26%
Gel	\$ 7	1	8%	8%

Hair Performance versus Plan					
Week	Sales	Units	ADS	TRX	Var %
May Week 1	\$26,945	\$27,732	\$787		3%
May Week 2	\$452,051	\$268,269	\$183,783		-41%

Observations

- Both of the test cells were essentially flat to BOC last week. The lower priced test stores up 2.3% and the higher priced test stores down (1.3%).
- Hair penetration was 2.7% last week, flat to the prior week of 2.8% in Test 1; and up to 2.4% from 2.2% last week in Test 2.
- The lower priced cell had 18.6% better Hair performance last week.
- The lower priced test at \$7 or 2/\$12 was up 19% in Hair \$ sales, off of 42% more units. The Hair margin \$ were up 9% in the \$7 test.
- Hair was up 3% to plan last week.
- Hair was 5% of shop in Easton and 2.5% of shop in the Broadway store.

Test 2

\$8.50 or 2/\$15

30 stores

Total Shop Results				
Total Shop	Sales \$	RIMU \$	ADS	TRX
Garden	-1.3%	-1.0%	-2.3%	1.0%
Prestige	-3.8%	-3.5%		
Color	-3.0%	-2.7%		
	-7.1%	-6.1%		

Average Store Sales				
Total HAIR	Sales \$	Units	\$ %	Unit %
SHAMPOO	\$ 87	12	31%	30%
CONDITIONER	\$ 75	10	27%	26%
STYLING AIDS	\$ 65	8	23%	22%
TRIAL SIZE	\$ 53	9	19%	23%
Shampoos / Conditioners				
Hydrating	\$ 76	10	47%	47%
Normal	\$ 31	4	19%	19%
Clarifying	\$ 15	2	9%	9%
Volumizing	\$ 40	5	25%	25%
Styling Aids				
Spray	\$ 25	3	39%	39%
Balm	\$ 10	1	16%	15%
Curl	\$ 9	1	14%	14%
Mouse	\$ 15	2	22%	22%
Gel	\$ 6	1	9%	9%

IBC 0911

Sexy Hair May Week 4

Test 1

\$7 or 2/\$12

58 stores: Easton and 1981 Broadway excluded from "average"

	Total Shop Results			
	Sales \$	RIMU \$	ADS	TRX
Total Shop	7.0%	6.7%	1.5%	5.4%
Garden	1.6%	1.8%		
Prestige	5.7%	6.1%		
Color	1.3%	2.0%		

Average Store Sales				
	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 343	57	2.9%	5%
SHAMPOO	\$ 103	17	30%	30%
CONDITIONER	\$ 91	15	26%	27%
STYLING AIDS	\$ 94	15	27%	27%
TRIAL SIZE	\$ 56	9	16%	17%
Shampoos / Conditioners				
Hydrating	\$ 99	16	51%	51%
Normal	\$ 40	7	21%	20%
Clarifying	\$ 12	2	6%	6%
Volumizing	\$ 42	7	22%	22%
Styling Aids				
Spray	\$ 37	6	39%	39%
Balm	\$ 14	2	15%	15%
Curl	\$ 17	3	18%	18%
Mouse	\$ 19	3	20%	20%
Gel	\$ 7	1	7%	7%

Hair Performance versus Plan				
	Plan	Actual	Variance	Variance %
May Week 1	\$26,247	\$32,525	\$6,277	24%
Launch to Date	\$478,299	\$300,793	-\$177,505	-37%

Observations

- Both of the test cells were up to BOC last week. The lower priced test stores up 7% and the higher priced test stores up 3.9%.
- Hair penetration was 2.9% last week, up to the prior week of 2.7% in Test 1; and up to 3.1% from 2.4% last week in Test 2.
- The marketing team is a conference call with the test stores on Thursday, which may have motivated their improved performance.
- The lower priced cell had (3.6%) poorer Hair performance last week.
- The lower priced test at \$7 or 2/\$12 was down (3.6%) in Hair \$ sales, off of 14% more units. The Hair margin \$ was down (12.3%) in the \$7 test.
- Hair was up 24% to plan last week.
- Hair was 6.4% of shop in Easton and 3.2% of shop in the Broadway store.

Test 2

\$8.50 or 2/\$15

30 stores

	Total Shop Results			
	Sales \$	RIMU \$	ADS	TRX
Total Shop	3.9%	4.1%	0.7%	3.2%
Garden	-2.8%	-2.8%		
Prestige	0.0%	0.0%		
Color	8.4%	10.5%		

Average Store Sales				
	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 356	50	3.1%	5%
SHAMPOO	\$ 111	15	31%	30%
CONDITIONER	\$ 97	13	27%	26%
STYLING AIDS	\$ 88	12	25%	23%
TRIAL SIZE	\$ 61	10	17%	21%
Shampoos / Conditioners				
Hydrating	\$ 100	13	48%	48%
Normal	\$ 38	5	18%	18%
Clarifying	\$ 18	2	9%	9%
Volumizing	\$ 51	7	25%	25%
Styling Aids				
Spray	\$ 30	4	34%	35%
Balm	\$ 18	2	20%	20%
Curl	\$ 14	2	16%	16%
Mouse	\$ 21	3	24%	23%
Gel	\$ 5	1	6%	6%

IBC 0912

Hair Update
May 16th, 2003

1. Re - Merchandising: To be shown week of June 2nd

- * Product: Shampoos with Conditioners by Hair Type
- * Images: Tyra and Giselle
- * Signs: Menu sign and revised shelf-talkers

2. Education

- * Monthly conference call with stores to leverage learnings
- * Self-service focus, but with a product mention -very simple

3. Travel Set

- * Distribution to all 90 test stores
- * Distribution to all VSB stores

4. 34th Street

- * Roll out date

U:\CK\Hair Results\Robin Update 5_16.xls

IBC 0913

Test 1

SAS pricing: 4/\$20
58 stores: Easton and 1981 Broadway excluded from "average"

	Sexy Hair June Week 3				Launch To Date			
	Sales \$	TRX	ADS	TRX	Sales \$	TRX	ADS	TRX
Total Shop	9.3%	8.8%	3.9%	5.2%	4.1%	3.7%	1.3%	2.8%
Garden	10.0%	9.7%			0.7%	0.8%		
Prestige	6.1%	6.3%			2.2%	2.4%		
Color	3.7%	4.1%			0.5%	1.0%		

Test 2

SAS pricing: 3/\$18
30 stores

	Sexy Hair June Week 3				Launch To Date			
	Sales \$	TRX	ADS	TRX	Sales \$	TRX	ADS	TRX
Total Shop	-3.9%	-3.9%	-2.5%	-1.4%	-0.2%	-0.1%	-0.4%	0.2%
Garden	-2.0%	-2.1%			-1.8%	-1.5%		
Prestige	-5.0%	-4.2%			-2.9%	-2.5%		
Color	-9.2%	-9.1%			-2.0%	-1.1%		

Average Store Sales				Units				Sales \$				Unit %			
Total HAIR	\$	501	95	2.4%	3%	3%	4%	\$	478	81	3%	3%	3%	4%	4%
SHAMPOO	\$	158	30	32%	32%	33%	33%	\$	156	27	33%	33%	33%	33%	33%
CONDITIONER	\$	143	27	29%	29%	30%	30%	\$	142	24	30%	30%	30%	30%	30%
STYLING AIDS	\$	162	31	32%	33%	29%	29%	\$	141	24	29%	29%	29%	29%	29%
TRIAL SIZE	\$	37	6	7%	7%	8%	8%	\$	40	7	8%	8%	8%	8%	8%
Shampoos / Conditioners															
Hydrating	\$	132	25	44%	44%	47%	46%	\$	139	23	47%	47%	47%	46%	46%
Normal	\$	76	14	25%	25%	22%	22%	\$	65	11	22%	22%	22%	22%	22%
Clarifying	\$	28	5	9%	9%	8%	8%	\$	25	4	8%	8%	8%	8%	8%
Volumizing	\$	65	12	22%	22%	23%	23%	\$	68	12	23%	23%	23%	23%	23%
Styling Aids															
Spray	\$	61	12	38%	38%	36%	36%	\$	51	9	36%	36%	36%	36%	36%
Balm	\$	24	4	15%	14%	15%	15%	\$	22	4	15%	15%	15%	15%	15%
Curl	\$	25	5	16%	16%	17%	17%	\$	24	4	17%	17%	17%	17%	17%
Mouse	\$	38	7	24%	24%	23%	23%	\$	32	5	23%	23%	23%	23%	23%
Gel	\$	13	3	8%	8%	8%	8%	\$	12	2	8%	8%	8%	8%	8%

Hair Performance versus Plan				Actual				Plan			
Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual	Plan	Actual
June Week 3	\$29,309	\$40,413	\$11,104	38%							
June Week 4	\$566,228	\$420,842	\$145,386	-26%							

Observations

1. Test cell #1 was up 9% to BOC last week, led by Garden up 210% and Prestige up almost 6%.
2. In Test cell #2, the stores were down (3.9%), again led by Garden down (2%) and Prestige down (5%).
3. Hair penetration was 2.4% last week, up to the prior week of 2.3% in Test 1; and up to 2% from 1.9% last week in Test 2.
4. The lower priced cell outperformed the higher priced cell by 35% in the Hair category last week.
5. The lower priced test at 4/\$20 was up 35% in Hair \$ sales, off of 66% more units. The Hair margin was up 21% in the 4/\$20 test.
6. Hair was up 38% to plan last week.
7. Hair was 5% of shop in Easton and 3.8% of shop in the Broadway store.

Average Store Sales				Units				Sales \$				Unit %			
Total HAIR	\$	368	57	2.0%	2%	3%	3%	\$	415	58	3%	3%	3%	3%	3%
SHAMPOO	\$	114	18	31%	31%	32%	31%	\$	133	18	32%	32%	31%	31%	31%
CONDITIONER	\$	103	16	28%	28%	29%	28%	\$	121	17	29%	29%	28%	28%	28%
STYLING AIDS	\$	108	16	30%	30%	27%	26%	\$	111	15	27%	27%	26%	26%	26%
TRIAL SIZE	\$	42	7	11%	12%	12%	14%	\$	50	8	12%	12%	14%	14%	14%
Shampoos / Conditioners															
Hydrating	\$	96	15	44%	44%	48%	48%	\$	122	17	48%	48%	48%	48%	48%
Normal	\$	45	7	21%	21%	20%	20%	\$	50	7	20%	20%	20%	20%	20%
Clarifying	\$	23	4	11%	11%	9%	9%	\$	22	3	9%	9%	9%	9%	9%
Volumizing	\$	52	8	24%	24%	24%	24%	\$	61	8	24%	24%	24%	24%	24%
Styling Aids															
Spray	\$	40	6	36%	36%	36%	36%	\$	40	5	36%	36%	36%	36%	36%
Balm	\$	20	3	18%	18%	18%	18%	\$	20	3	18%	18%	18%	18%	18%
Curl	\$	17	3	15%	15%	15%	15%	\$	18	2	16%	16%	16%	16%	16%
Mouse	\$	26	4	24%	24%	24%	24%	\$	25	3	22%	22%	22%	22%	22%
Gel	\$	7	1	6%	6%	6%	6%	\$	8	1	6%	6%	6%	6%	6%

IBC 0914

Test 1

\$7 or 2/\$12

58 stores: Easton and 1981 Broadway excluded from "average"

SAS pricing: 4/\$20

	Sexy Hair June Week 4				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Total Shop Results	Sales \$	RIMU \$	ADS
Total Shop	6.9%	6.5%	2.5%	4.3%		4.5%	4.1%	1.3%
Garden	8.0%	7.5%				1.6%	1.6%	3.1%
Prestige	4.6%	5.4%				2.5%	2.7%	
Color	-3.5%	-2.5%				0.2%	0.8%	

Test 2

\$6.50 or 2/\$15

30 stores

SAS pricing: 3/\$18

	Sexy Hair June Week 4				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Total Shop Results	Sales \$	RIMU \$	ADS
Total Shop	0.3%	0.1%	1.1%	-0.8%		-0.1%	-0.1%	-0.3%
Garden	2.7%	2.1%				-1.1%	-1.0%	0.2%
Prestige	-2.2%	-1.3%				-2.9%	-2.5%	
Color	-4.4%	-4.1%				-2.2%	-1.1%	

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 450	86	2.4%	3%	\$ 477	82	3%	4%
SHAMPOO	\$ 146	28	32%	33%	\$ 155	27	33%	33%
CONDITIONER	\$ 130	25	29%	30%	\$ 141	24	30%	30%
STYLING AIDS	\$ 146	28	32%	33%	\$ 141	24	30%	30%
TRIAL SIZE	\$ 29	5	6%	8%	\$ 39	7	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 137	26	50%	47%	\$ 139	24	47%	47%
Normal	\$ 57	11	21%	22%	\$ 65	11	22%	22%
Clarifying	\$ 22	4	8%	8%	\$ 25	4	8%	8%
Volumizing	\$ 59	11	22%	23%	\$ 68	12	23%	23%
Styling Aids								
Spray	\$ 54	10	37%	36%	\$ 51	9	36%	36%
Balm	\$ 20	4	14%	15%	\$ 22	4	15%	15%
Curl	\$ 23	4	16%	17%	\$ 24	4	17%	17%
Mouse	\$ 38	7	26%	23%	\$ 33	6	23%	23%
Gel	\$ 12	2	8%	8%	\$ 12	2	8%	8%

Hair Performance versus Plan			
June 2007	\$26,838	\$38,337	\$11,401
June 2008	\$593,164	\$459,179	-\$133,985
			-23%

Observations

1. Test cell #1 was up 6.9% to BOC last week, led by Garden up 8% and Prestige up almost 5%.
2. In Test cell #2, the stores were down (2.2%), again led by Prestige down (5%).
3. Hair penetration was 2.4% last week, flat to the prior week in Test 1, and down to 1.9% from 2.0% last week in Test 2.
4. The lower priced cell outperformed the higher priced cell by 42% in the Hair category last week.
5. The lower priced cell at 4/\$20 was up 42% in Hair \$ sales, off of 67% more units. The Hair margin was up 29% in the 4/\$20 test.
6. Hair was up 42% to plan last week.
7. Hair was 3.9% of shop in Easton and 4.0% of shop in the Broadway store.

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 316	51	1.9%	2%	\$ 408	57	3%	3%
SHAMPOO	\$ 96	16	30%	30%	\$ 130	18	32%	31%
CONDITIONER	\$ 88	14	28%	28%	\$ 118	16	29%	29%
STYLING AIDS	\$ 96	15	30%	30%	\$ 109	15	27%	26%
TRIAL SIZE	\$ 37	6	12%	12%	\$ 49	8	12%	14%
Shampoos / Conditioners								
Hydrating	\$ 88	14	47%	47%	\$ 119	16	48%	48%
Normal	\$ 42	7	23%	23%	\$ 49	7	20%	20%
Clarifying	\$ 14	2	7%	8%	\$ 21	3	9%	9%
Volumizing	\$ 42	7	23%	23%	\$ 59	8	24%	24%
Styling Aids								
Spray	\$ 32	5	34%	34%	\$ 40	5	36%	36%
Balm	\$ 15	2	16%	16%	\$ 19	3	18%	17%
Curl	\$ 17	3	18%	17%	\$ 18	2	16%	16%
Mouse	\$ 25	4	26%	25%	\$ 25	3	22%	23%
Gel	\$ 6	1	7%	7%	\$ 8	1	8%	8%

IBC 0915

So Sexy Hair July Week 2

Test 1

\$7 or 2/\$12

59 stores: Easton and 1981 Broadway excluded from "average"

SAS pricing: 4/\$20

Test 2

\$8.50 or 2/\$15

30 stores

SAS pricing: 3/\$18

	So Sexy Hair July Week 2				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	8.5%	8.0%	-0.1%	8.6%	4.2%	3.8%	1.0%	3.1%
Garden	3.8%	4.3%			1.5%	1.6%		
Prestige	6.8%	6.8%			2.2%	2.5%		
Color	2.8%	3.5%			-0.5%	0.1%		

	So Sexy Hair July Week 2				Launch To Date			
	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Average Store Sales	\$ 330	55	2.5%	4%	\$ 456	79	2.9%	4%
Total HAIR								
SHAMPOO	\$ 111	18	33%	34%	\$ 149	26	33%	33%
CONDITIONER	\$ 97	16	29%	30%	\$ 134	23	30%	30%
STYLING AIDS	\$ 94	16	29%	28%	\$ 136	23	30%	30%
TRIAL SIZE	\$ 28	5	9%	9%	\$ 36	6	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 102	17	49%	48%	\$ 134	23	47%	47%
Normal	\$ 44	7	21%	21%	\$ 62	11	22%	22%
Clarifying	\$ 20	3	9%	9%	\$ 24	4	8%	8%
Volumizing	\$ 41	7	20%	20%	\$ 64	11	23%	23%
Styling Aids								
Spray	\$ 35	6	37%	36%	\$ 49	8	36%	36%
Balm	\$ 15	2	16%	16%	\$ 21	4	15%	15%
Curl	\$ 15	2	16%	16%	\$ 23	4	17%	17%
Mouse	\$ 21	3	22%	22%	\$ 32	6	23%	24%
Gel	\$ 8	1	9%	9%	\$ 11	2	8%	8%

Hair Performance versus Plan				
Category	Actual	Plan	Variance	% Var
So Sexy Hair July Week 2	\$34,857	\$31,823	-\$3,128	-9%
Target	\$687,998	\$560,869	-\$127,130	-18%

Observations

- Both test cells outperformed the balance of company last week. The lower priced cell had a very strong week.
- Hair penetration was 2.5% last week, up from the prior week of 2.3% in Test 1; and down to 2.1% from 2.4% last week in Test 2.
- The lower priced cell outperformed the higher priced cell in the Hair category last week.
- The lower priced test at 2/\$12 was up 20% in Hair \$ sales, off of 45% more units. The Hair margin was up 10% in the 2/\$12 test.
- Hair was down (9%) to plan last week.
- Hair was 2.9% of shop in Easton, 2.7% in the Broadway store and 3.6% in Somerset.

Note: 36 of the 90 test stores are designated as Top 160

	So Sexy Hair July Week 2				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	2.7%	2.4%	-0.8%	3.5%	-0.4%	-0.4%	-0.3%	-0.1%
Garden	0.3%	0.5%			-1.7%	-1.6%		
Prestige	-3.7%	-3.3%			-3.2%	-2.9%		
Color	12.0%	11.4%			-1.5%	-0.8%		

	So Sexy Hair July Week 2				Launch To Date			
	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Average Store Sales	\$ 274	38	2.1%	3%	\$ 390	56	2.6%	3%
Total HAIR								
SHAMPOO	\$ 83	11	30%	29%	\$ 124	17	32%	31%
CONDITIONER	\$ 77	10	28%	28%	\$ 113	16	29%	28%
STYLING AIDS	\$ 79	10	29%	27%	\$ 106	15	27%	26%
TRIAL SIZE	\$ 35	6	13%	16%	\$ 46	8	12%	14%
Shampoos / Conditioners								
Hydrating	\$ 72	10	45%	44%	\$ 114	16	48%	48%
Normal	\$ 40	5	25%	25%	\$ 49	7	20%	21%
Clarifying	\$ 9	1	5%	5%	\$ 20	3	8%	8%
Volumizing	\$ 40	5	25%	25%	\$ 56	8	24%	23%
Styling Aids								
Spray	\$ 31	4	40%	40%	\$ 39	5	37%	37%
Balm	\$ 14	2	18%	18%	\$ 19	3	18%	17%
Curl	\$ 10	1	13%	13%	\$ 17	2	16%	16%
Mouse	\$ 18	2	22%	22%	\$ 24	3	23%	23%
Gel	\$ 5	1	7%	7%	\$ 8	1	7%	8%

IBC 0916

Sexy Hair July Week 3

Test 1

\$7 or 2/\$12

SAS pricing: 4/\$20
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

	Sexy Hair July Week 3				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	3.8%	3.3%	-1.1%	5.0%	4.2%	3.8%	1.0%	3.1%
Garden	3.8%	4.2%			1.5%	1.6%		
Prestige	1.0%	0.0%			2.2%	2.5%		
Color	-2.7%	-2.6%			-0.5%	0.1%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 324	54	2.4%	4%	\$ 447	77	2.8%	4%
SHAMPOO	\$ 108	18	33%	34%	\$ 146	25	33%	33%
CONDITIONER	\$ 98	16	30%	30%	\$ 132	23	30%	30%
STYLING AIDS	\$ 85	14	26%	26%	\$ 133	23	30%	30%
TRIAL SIZE	\$ 33	6	10%	10%	\$ 36	6	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 107	18	52%	52%	\$ 131	23	47%	47%
Normal	\$ 36	6	17%	17%	\$ 60	10	22%	22%
Clarifying	\$ 17	3	8%	8%	\$ 23	4	8%	8%
Volumizing	\$ 47	8	23%	23%	\$ 63	11	23%	23%
Styling Aids								
Spray	\$ 34	5	40%	40%	\$ 48	8	36%	36%
Balm	\$ 11	2	13%	13%	\$ 20	3	15%	15%
Curl	\$ 12	2	14%	14%	\$ 22	4	17%	17%
Mouse	\$ 21	3	24%	24%	\$ 31	5	23%	24%
Gel	\$ 7	1	8%	8%	\$ 11	2	8%	8%

Hair Performance versus Plan			
Plan	\$35,325	\$29,367	\$5,958
Actual	\$723,323	\$590,238	\$133,085
%			-18%

Observations

- Both test cells outperformed the balance of company last week. The lower priced cell had a very strong week.
- Hair penetration was 2.4% last week, down from the prior week of 2.5% in Test 1; and up to 2.5% from 2.1% last week in Test 2.
- The Hair team held a conference call with all stores last Wednesday. This may have contributed to the rise in Hair penetration in the higher priced stores.
- The lower priced test at 2/\$12 was up 3.4% in Hair \$ sales, off of 27% more units. The Hair margin was down (7.1%) in the 2/\$12 test.
- Hair was down (17%) to plan last week.
- Hair was 3.5% of shop in Easton, 1.9% in the Broadway store and 4.0% in Somerset.

Note: 36 of the 90 test stores are designated as Top 160

Test 2

\$8.50 or 2/\$15

30 stores

SAS pricing: 3/\$18

	Sexy Hair July Week 3				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	-1.3%	-1.4%	-1.6%	3.0%	-0.4%	-0.4%	-0.3%	-0.1%
Garden	-5.2%	-5.1%			-1.7%	-1.6%		
Prestige	-3.0%	-2.6%			-3.2%	-2.9%		
Color	-1.4%	-1.0%			-1.5%	-0.8%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 313	42	2.5%	3%	\$ 384	55	2.5%	3%
SHAMPOO	\$ 98	13	32%	31%	\$ 122	17	32%	31%
CONDITIONER	\$ 95	12	30%	30%	\$ 112	16	29%	29%
STYLING AIDS	\$ 81	10	26%	25%	\$ 105	14	27%	26%
TRIAL SIZE	\$ 39	6	12%	15%	\$ 46	8	12%	14%
Shampoos / Conditioners								
Hydrating	\$ 90	12	47%	47%	\$ 112	16	48%	48%
Normal	\$ 39	5	20%	20%	\$ 48	7	20%	20%
Clarifying	\$ 15	2	8%	8%	\$ 19	3	8%	8%
Volumizing	\$ 48	6	25%	25%	\$ 55	8	24%	24%
Styling Aids								
Spray	\$ 32	4	39%	40%	\$ 38	5	37%	37%
Balm	\$ 13	2	16%	16%	\$ 18	3	18%	17%
Curl	\$ 10	1	13%	13%	\$ 16	2	15%	15%
Mouse	\$ 20	3	25%	25%	\$ 24	3	23%	23%
Gel	\$ 5	1	7%	6%	\$ 8	1	7%	8%

IBC 0917

So Sexy Hair July Week 4

Test 1

\$7 or 2/\$12 SAS pricing: 4/\$20

58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

	So Sexy Hair July Week 4				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	9.4%	9.0%	0.6%	8.9%	4.3%	3.9%	0.9%	3.4%
Garden	9.2%	9.8%		1.9%	2.0%			
Prestige	5.6%	5.5%		2.1%	2.3%			
Color	6.9%	7.4%		-0.6%	-0.1%			

Test 2

\$8.50 or 2/\$15

30 stores

SAS pricing: 3/\$18

	So Sexy Hair July Week 4				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	-0.3%	-0.5%	-0.8%	0.5%	-0.4%	-0.4%	-0.3%	-0.1%
Garden	-3.4%	-3.4%			-1.7%	-1.6%		
Prestige	-2.4%	-2.0%			-3.2%	-2.9%		
Color	-1.7%	-1.1%			-1.5%	-0.8%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 372	61	2.4%	4%	\$ 442	76	2.8%	4%
SHAMPOO	\$ 126	21	34%	33%	\$ 145	25	33%	33%
CONDITIONER	\$ 109	18	29%	30%	\$ 130	23	30%	30%
STYLING AIDS	\$ 103	17	28%	27%	\$ 131	22	30%	29%
TRIAL SIZE	\$ 34	6	9%	8%	\$ 36	6	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 117	19	50%	50%	\$ 131	23	47%	47%
Normal	\$ 47	8	20%	20%	\$ 59	10	22%	22%
Clarifying	\$ 21	3	9%	9%	\$ 23	4	8%	8%
Volumizing	\$ 50	8	21%	21%	\$ 62	11	23%	23%
Styling Aids								
Spray	\$ 40	7	39%	39%	\$ 48	8	36%	36%
Balm	\$ 13	2	13%	13%	\$ 20	3	15%	15%
Curl	\$ 14	2	14%	13%	\$ 22	4	17%	16%
Mousse	\$ 25	4	24%	25%	\$ 31	5	23%	24%
Gel	\$ 10	2	10%	10%	\$ 11	2	9%	8%

Hair Performance versus Plan			
Plan	Actual	Target	%
So Sexy Hair July Week 4	\$37,311	\$33,233	\$4,078 -11%
Launch to Date	\$760,634	\$823,468	-\$137,165 -18%

Observations

1. The lower priced cell had a very strong week in all categories.
2. Hair penetration was 2.4% last week, flat to the prior week in Test 1; and up to 2.6% from 2.5% last week in Test 2.
3. So Sexy Hair sales were flat between the two test cells.
4. The lower priced test at 2/\$12 was flat in Hair \$ sales, off of 22% more units. The Hair margin was down (7.9%)/% in the 2/\$12 test.
5. Hair was down (11%) to plan last week.
6. Hair was 4.0% of shop in Easton, 1.4% in the Broadway store and 3.5% in Somerset.
7. New Hair merchandising will be in effect Tuesday August 12th.

Note: 36 of the 90 test stores are designated as Top 180

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 369	50	2.6%	3%	\$ 383	54	2.6%	3%
SHAMPOO	\$ 113	16	31%	30%	\$ 121	17	32%	31%
CONDITIONER	\$ 105	14	29%	28%	\$ 111	15	29%	28%
STYLING AIDS	\$ 99	13	27%	26%	\$ 104	14	27%	26%
TRIAL SIZE	\$ 52	9	14%	17%	\$ 46	8	12%	14%
Shampoos / Conditioners								
Hydrating	\$ 111	15	51%	54%	\$ 112	16	48%	48%
Normal	\$ 47	7	22%	23%	\$ 48	7	21%	21%
Clarifying	\$ 19	3	9%	9%	\$ 19	3	8%	8%
Volumizing	\$ 55	8	25%	26%	\$ 55	8	24%	24%
Styling Aids								
Spray	\$ 37	5	37%	37%	\$ 38	5	37%	37%
Balm	\$ 15	2	15%	15%	\$ 18	2	17%	17%
Curl	\$ 20	3	20%	20%	\$ 16	2	16%	16%
Mousse	\$ 20	3	20%	20%	\$ 24	3	23%	23%
Gel	\$ 7	1	7%	7%	\$ 8	1	7%	8%

IBC 0918

So Sexy Hair Aug Week 1

Test 1
\$7 or 2/\$12
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

SAS pricing: 4/\$20

	So Sexy Hair Aug Week 1				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	9.4%	9.0%	1.1%	8.2%	4.5%	4.2%	0.9%	3.6%
Garden	8.7%	9.2%			2.2%	2.4%		
Prestige	5.9%	5.7%			2.3%	2.5%		
Color	3.1%				-0.4%	0.1%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 401	66	2.6%	4.0%	\$ 439	76	2.8%	4%
SHAMPOO	\$ 132	22	33%	33%	\$ 144	25	33%	33%
CONDITIONER	\$ 118	19	29%	30%	\$ 130	22	29%	30%
STYLING AIDS	\$ 108	17	27%	26%	\$ 129	22	29%	29%
TRIAL SIZE	\$ 44	7	11%	11%	\$ 36	6	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 123	20	49%	49%	\$ 130	22	48%	47%
Normal	\$ 53	9	21%	21%	\$ 59	10	22%	22%
Clarifying	\$ 22	4	9%	9%	\$ 23	4	8%	8%
Volumizing	\$ 52	8	21%	21%	\$ 62	11	22%	23%
Styling Aids								
Spray	\$ 43	7	40%	40%	\$ 47	8	37%	37%
Balm	\$ 15	2	14%	14%	\$ 19	3	15%	15%
Curl	\$ 15	2	14%	14%	\$ 21	4	16%	16%
Mousse	\$ 26	4	24%	24%	\$ 30	5	23%	24%
Gel	\$ 9	1	8%	8%	\$ 11	2	8%	8%

Hair Performance versus Plan			
Plan	Actual	YTD	Variance
\$42,883	\$35,756	\$7,107	-17%
\$803,497	\$659,225	\$144,272	-18%

Observations

1. The lower priced cell had a very strong week in all categories.
2. Hair penetration was 2.6% last week, up to the prior week of 2.4% in Test 1, and down to 2.5% from 2.6% last week in Test 2.
3. So Sexy Hair sales were up 10% in Sales \$ in the lower priced test cell.
4. The lower priced test at 2/\$12 was up 10% Hair \$ sales, off of 32% more units. The Hair margin was flat in the 2/\$12 test.
5. Hair was down (17%) to plan last week.
6. Hair was 3.0% of shop in Easton, 2.1% in the Broadway store and 4.9% in Somerset.
7. New Hair merchandising will be in effect Tuesday August 12th.

Note: 36 of the 90 test stores are designated as Top 160

Test 2
\$8.50 or 2/\$15
30 stores

SAS pricing: 3/\$18

	So Sexy Hair Aug Week 1				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	3.0%	3.0%	0.7%	2.2%	-0.4%	-0.4%	-0.4%	0.0%
Garden	-0.5%	-0.3%			-2.0%	-1.9%		
Prestige	-0.8%	-0.8%			-3.1%	-2.8%		
Color	8.8%	9.3%			-1.3%	-0.6%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 365	50	2.5%	3.3%	\$ 381	54	2.5%	3%
SHAMPOO	\$ 107	14	29%	28%	\$ 120	17	32%	31%
CONDITIONER	\$ 108	14	30%	29%	\$ 111	15	29%	28%
STYLING AIDS	\$ 98	13	27%	26%	\$ 104	14	27%	26%
TRIAL SIZE	\$ 51	8	14%	17%	\$ 46	8	12%	14%
Shampoos / Conditioners								
Hydrating	\$ 104	14	48%	48%	\$ 111	15	48%	48%
Normal	\$ 47	6	22%	22%	\$ 47	7	20%	20%
Clarifying	\$ 17	2	8%	8%	\$ 19	3	8%	8%
Volumizing	\$ 47	6	22%	22%	\$ 54	8	23%	23%
Styling Aids								
Spray	\$ 41	5	42%	42%	\$ 38	5	37%	37%
Balm	\$ 15	2	15%	15%	\$ 18	2	17%	17%
Curl	\$ 13	2	14%	14%	\$ 16	2	16%	16%
Mousse	\$ 23	3	23%	24%	\$ 24	3	23%	23%
Gel	\$ 6	1	6%	6%	\$ 8	1	7%	7%

IBC 0919

So Sexy Hair Aug Week 2

Test 1

\$7 or 2/\$12

58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

SAS pricing: 4/\$20

Test 2
\$8.50 or 2/\$15
30 stores

SAS pricing: 3/\$18

	So Sexy Hair Aug Week 2				Launch To Date			
	Total Shop Results				Total Shop Results			
Total Shop	Sales \$	5.9%	5.5%	0.4%	5.5%	4.6%	4.3%	0.8%
Garden	RIMU \$	4.3%	4.7%	2.3%	2.5%	2.3%	2.5%	3.8%
Prestige	ADS	3.6%	3.5%	2.4%	2.7%	2.4%	2.7%	0.8%
Color	TRX	-0.2%	-0.1%	-0.3%	0.2%	-0.3%	0.2%	3.8%

	So Sexy Hair Aug Week 2				Launch To Date			
	Total Shop Results				Total Shop Results			
Total Shop	Sales \$	5.9%	5.5%	0.4%	5.5%	4.6%	4.3%	0.8%
Garden	RIMU \$	4.3%	4.7%	2.3%	2.5%	2.3%	2.5%	3.8%
Prestige	ADS	3.6%	3.5%	2.4%	2.7%	2.4%	2.7%	0.8%
Color	TRX	-0.2%	-0.1%	-0.3%	0.2%	-0.3%	0.2%	3.8%

Average Store Sales	Sales \$	Units	\$ %	Unit %	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 369	61	2.5%	3.7%	\$ 436	75	2.8%	4%
SHAMPOO	\$ 118	20	32%	33%	\$ 143	25	33%	33%
CONDITIONER	\$ 107	18	29%	29%	\$ 128	22	29%	30%
STYLING AIDS	\$ 102	17	28%	27%	\$ 128	22	29%	29%
TRIAL SIZE	\$ 42	7	11%	12%	\$ 37	6	8%	8%
Shampoos / Conditioners								
Hydrating	\$ 108	18	48%	48%	\$ 129	22	48%	48%
Normal	\$ 54	9	24%	24%	\$ 59	10	22%	22%
Clarifying	\$ 13	2	6%	6%	\$ 23	4	8%	8%
Volumizing	\$ 50	8	22%	22%	\$ 61	11	22%	22%
Styling Aids								
Spray	\$ 40	7	40%	40%	\$ 47	8	37%	37%
Balm	\$ 16	3	16%	16%	\$ 19	3	15%	15%
Curl	\$ 17	3	16%	16%	\$ 21	4	16%	16%
Mousse	\$ 22	4	22%	22%	\$ 30	5	23%	24%
Gel	\$ 7	1	7%	8%	\$ 11	2	8%	8%

Hair Performance versus Plan			
Category	Actual	Plan	Variance
SHAMPOO	\$43,884	\$32,223	\$11,661
CONDITIONER	\$847,381	\$691,448	\$155,933
STYLING AIDS			
TRIAL SIZE			

Observations

1. The lower priced cell had a strong week in most categories.
2. Hair penetration was 2.5% last week, down to the prior week of 2.6% in Test 1, and down to 2.4% from 2.5% last week in Test 2.
3. So Sexy Hair sales were up 12% in Sales \$ in the lower priced test cell.
4. The lower priced test at 2/\$12 was up 12% Hair \$ sales, off of 35% more units. The Hair margin was up 2% in the 2/\$12 test.
5. Hair was down (27%) to plan last week.
6. Hair was 3.3% of shop in Easton, 2.4% in the Broadway store and 3.0% in Somerset.
7. New Hair merchandising was in effect Tuesday August 12th.
8. August Week 2 results include test and BOC stores effected by the Blackout.

Note: 36 of the 90 test stores are designated as Top 160

	So Sexy Hair Aug Week 2				Launch To Date			
	Total Shop Results				Total Shop Results			
Total Shop	Sales \$	-2.3%	-2.4%	-1.1%	-0.5%	-0.5%	-0.4%	-0.1%
Garden	RIMU \$	-6.8%	-6.7%	-2.2%	-2.3%	-2.2%	-2.2%	-0.1%
Prestige	ADS	-4.0%	-3.8%	-2.9%	-3.1%	-2.9%	-2.9%	-0.1%
Color	TRX	1.8%	2.0%	-0.5%	-1.2%	-0.5%	-0.5%	-0.1%

	So Sexy Hair Aug Week 2				Launch To Date			
	Total Shop Results				Total Shop Results			
Total Shop	Sales \$	-2.3%	-2.4%	-1.1%	-0.5%	-0.5%	-0.4%	-0.1%
Garden	RIMU \$	-6.8%	-6.7%	-2.2%	-2.3%	-2.2%	-2.2%	-0.1%
Prestige	ADS	-4.0%	-3.8%	-2.9%	-3.1%	-2.9%	-2.9%	-0.1%
Color	TRX	1.8%	2.0%	-0.5%	-1.2%	-0.5%	-0.5%	-0.1%

Average Store Sales	Sales \$	Units	\$ %	Unit %	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 330	45	2.4%	3.1%	\$ 379	54	2.5%	3%
SHAMPOO	\$ 101	13	31%	30%	\$ 119	17	32%	31%
CONDITIONER	\$ 94	12	28%	27%	\$ 110	15	29%	28%
STYLING AIDS	\$ 83	11	25%	24%	\$ 103	14	27%	26%
TRIAL SIZE	\$ 52	9	16%	19%	\$ 47	8	12%	15%
Shampoos / Conditioners								
Hydrating	\$ 98	13	49%	50%	\$ 110	15	48%	48%
Normal	\$ 42	6	21%	22%	\$ 47	7	21%	21%
Clarifying	\$ 10	1	5%	5%	\$ 18	3	8%	8%
Volumizing	\$ 47	6	24%	24%	\$ 54	7	23%	23%
Styling Aids								
Spray	\$ 33	4	40%	40%	\$ 38	5	37%	37%
Balm	\$ 14	2	17%	17%	\$ 18	2	17%	17%
Curl	\$ 9	1	11%	11%	\$ 16	2	15%	15%
Mousse	\$ 21	3	25%	25%	\$ 23	3	23%	23%
Gel	\$ 6	1	7%	7%	\$ 7	1	7%	7%

IBC 0920

So Sexy Hair Aug Week 3

Test 1

57 or 2/\$12

SAS pricing: 4/\$20
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

Test 2

\$8.50 or 2/\$15

SAS pricing: 3/\$18

30 stores

	So Sexy Hair Aug Week 3				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	5.0%	7.5%	0.0%	8.0%	4.8%	4.8%	0.8%	3.9%
Garden	4.0%	4.5%			2.4%	2.6%		
Prestige	6.6%	6.5%			2.6%	2.8%		
Color	1.5%	1.8%			-0.3%	0.2%		

	So Sexy Hair Aug Week 3				Launch To Date			
	Sales \$	RIMU \$	ADS	TRX	Sales \$	RIMU \$	ADS	TRX
Total Shop	1.5%	1.2%	0.8%	0.7%	-0.4%	-0.4%	-0.3%	0.0%
Garden	-2.1%	-1.9%			-2.3%	-2.2%		
Prestige	-1.0%	-1.0%			-3.0%	-2.7%		
Color	-1.5%	-1.2%			-1.0%	-0.3%		

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 365	60	2.4%	4.2%	\$ 431	74	2.8%	4%
SHAMPOO	\$ 115	19	32%	32%	\$ 141	24	33%	33%
CONDITIONER	\$ 106	18	29%	28%	\$ 127	22	29%	30%
STYLING AIDS	\$ 101	16	28%	27%	\$ 126	22	29%	29%
TRIAL SIZE	\$ 43	7	12%	12%	\$ 37	6	9%	8%
Shampoos / Conditioners								
Hydrating	\$ 114	19	52%	52%	\$ 128	22	48%	48%
Normal	\$ 53	9	24%	24%	\$ 58	10	22%	22%
Clarifying	\$ 12	2	5%	5%	\$ 22	4	8%	8%
Volumizing	\$ 42	7	19%	19%	\$ 60	10	22%	22%
Styling Aids								
Spray	\$ 39	6	39%	39%	\$ 47	8	37%	37%
Balm	\$ 16	3	16%	16%	\$ 19	3	15%	15%
Curl	\$ 15	2	15%	15%	\$ 21	3	16%	16%
Mousse	\$ 25	4	25%	25%	\$ 30	5	23%	24%
Gel	\$ 5	1	5%	5%	\$ 10	2	8%	8%

Average Store Sales	Sales \$	Units	%	Unit %	Sales \$	Units	%	Unit %
Total HAIR	\$ 345	47	2.4%	3.5%	\$ 377	53	2.5%	3%
SHAMPOO	\$ 103	14	30%	29%	\$ 119	16	31%	31%
CONDITIONER	\$ 100	13	29%	28%	\$ 110	15	29%	28%
STYLING AIDS	\$ 96	12	26%	26%	\$ 102	14	27%	26%
TRIAL SIZE	\$ 46	8	13%	16%	\$ 47	8	12%	15%
Shampoos / Conditioners								
Hydrating	\$ 105	14	51%	51%	\$ 110	15	48%	48%
Normal	\$ 47	6	23%	23%	\$ 47	7	21%	21%
Clarifying	\$ 13	2	6%	6%	\$ 18	3	8%	8%
Volumizing	\$ 38	5	19%	19%	\$ 53	7	23%	23%
Styling Aids								
Spray	\$ 37	5	39%	39%	\$ 38	5	37%	37%
Balm	\$ 14	2	15%	15%	\$ 17	2	17%	17%
Curl	\$ 18	2	19%	19%	\$ 16	2	16%	16%
Mousse	\$ 21	3	21%	22%	\$ 23	3	23%	23%
Gel	\$ 6	1	6%	6%	\$ 7	1	7%	7%

Hair Performance versus Plan				VAC			
So Sexy Hair Aug Week 3	Plan	VAC	Plan	So Sexy Hair Aug Week 3	Plan	VAC	Plan
\$42,523	\$33,000	-\$9,523	-22%	\$42,523	\$33,000	-\$9,523	-22%
\$889,904	\$724,471	-\$165,458	-18%	\$889,904	\$724,471	-\$165,458	-18%

Observations

1. The lower priced cell had a strong week in most categories.
2. Hair penetration was 2.4% last week, down to the prior week of 2.5% in Test 1, and flat to the prior week at 2.4% in Test 2.
3. So Sexy Hair sales were up 6% in Sales \$ in the lower priced test cell.
4. The lower priced test at 2/\$12 was up 6% Hair \$ sales, off of 27% more units. The Hair margin was down (4%) in the 2/\$12 test.
5. Hair was down (22%) to plan last week.
6. Hair was 3.4% of shop in Easton, 1.8% in the Broadway store and 3.3% in Somerset.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0921

So Sexy Hair Aug Week 4

Test 1 A
\$7 or 2/12
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"
SAS pricing: 4/520

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	3.5%	2.9%	1.4%	2.7%	2.2%	3.2%
Garden	0.3%	0.3%	1.4%	-1.4%	-1.5%	3.2%
Prestige	1.7%	1.5%	0.7%	0.5%	0.7%	TRX
Color	0.1%	0.4%	2.1%	2.0%	2.2%	-0.5%

Test 1 B
\$7 or 2/12
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"
SAS pricing: 4/520

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	2.3%	2.6%	-2.4%	1.1%	0.9%	-1.5%
Garden	5.0%	6.1%	0.5%	0.5%	0.9%	TRX
Prestige	-2.3%	-1.5%	-0.6%	-0.8%	-0.6%	TRX
Color	-6.6%	-5.9%	4.9%	-6.9%	-6.2%	2.7%

Test 2
\$8.50 or 2/15
30 stores
SAS pricing: 3/518

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	0.5%	0.4%	0.1%	-0.3%	-0.4%	-0.3%
Garden	-3.4%	-3.5%	0.1%	-2.3%	-2.2%	TRX
Prestige	-1.5%	-1.3%	0.5%	-2.9%	-2.5%	TRX
Color	-1.9%	-0.8%	0.5%	-1.1%	-0.4%	0.0%

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	3.5%	2.9%	1.4%	2.7%	2.2%	3.2%
Garden	0.3%	0.3%	1.4%	-1.4%	-1.5%	3.2%
Prestige	1.7%	1.5%	0.7%	0.5%	0.7%	TRX
Color	0.1%	0.4%	2.1%	2.0%	2.2%	-0.5%

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	2.3%	2.6%	-2.4%	1.1%	0.9%	-1.5%
Garden	5.0%	6.1%	0.5%	0.5%	0.9%	TRX
Prestige	-2.3%	-1.5%	-0.6%	-0.8%	-0.6%	TRX
Color	-6.6%	-5.9%	4.9%	-6.9%	-6.2%	2.7%

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	0.5%	0.4%	0.1%	-0.3%	-0.4%	-0.3%
Garden	-3.4%	-3.5%	0.1%	-2.3%	-2.2%	TRX
Prestige	-1.5%	-1.3%	0.5%	-2.9%	-2.5%	TRX
Color	-1.9%	-0.8%	0.5%	-1.1%	-0.4%	0.0%

	So Sexy Hair Aug Week 4			Launch To Date		
	Sales \$	Units	ADP	Sales \$	Units	ADP
Total Shop	3.5%	2.9%	1.4%	2.7%	2.2%	3.2%
Garden	0.3%	0.3%	1.4%	-1.4%	-1.5%	3.2%
Prestige	1.7%	1.5%	0.7%	0.5%	0.7%	TRX
Color	0.1%	0.4%	2.1%	2.0%	2.2%	-0.5%

Observations

1. The lower priced cell was split into 2 test cells last week: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
2. Removing the overlay pricing appears to have cost the cell approximately 6% in Hair Sales.
3. So Sexy Hair sales were nearly flat in Sales \$ between the original higher and lower priced test cells.
4. The lower priced test at 2/\$12 was up 2% Hair \$ sales, off of 22% more units. The Hair margin was down (7%) in the 2/\$12 test.
5. Hair was down (27%) to plan last week.
6. Hair was 3.6% of shop in Easton, 1.6% in the Broadway store, 3.4% in Somerset and 2.6% in Christiansburg.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0922

So Sexy Hair Sept Week 1

Test 1 A
\$7 or 2/512SAS pricing: 4/520
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

	So Sexy Hair Sept Week 1				Launch To Date			
	Sales \$	Units	AD\$	TRX	Sales \$	Units	AD\$	TRX
Total Shop	6.3%	5.3%	3.0%		2.5%	2.3%	-1.3%	2.2%
Garden	-0.1%	0.1%			-1.3%	-1.3%		
Prestige	3.6%	2.7%	TRX		0.6%	0.6%	TRX	
Color	10.9%	11.6%	3.2%		2.2%	2.5%	-0.3%	

Test 1 B

SAS pricing: 4/520
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

\$7 pricing overlay starting Aug Week 4.

	So Sexy Hair Sept Week 1				Launch To Date			
	Sales \$	Units	AD\$	TRX	Sales \$	Units	AD\$	TRX
Total Shop	0.4%	1.0%	-1.3%		1.2%	1.0%	-1.6%	
Garden	-1.2%	-0.5%			0.5%	0.5%		
Prestige	-1.1%	-1.1%	TRX		-0.9%	-0.6%	TRX	
Color	-7.6%	-7.2%	1.8%		-5.9%	-5.2%	2.8%	

Test 2
\$8.50 or 2/515
30 stores

SAS pricing: 3/518

	So Sexy Hair Sept Week 1				Launch To Date			
	Sales \$	Units	AD\$	TRX	Sales \$	Units	AD\$	TRX
Total Shop	3.3%	3.0%	0.2%		0.1%	0.2%	-0.2%	-0.3%
Garden	0.1%	0.2%			-0.5%	-0.3%	-2.1%	
Prestige	-0.5%	-0.3%	TRX		-2.8%	-2.5%	TRX	
Color	2.9%	3.6%	3.1%		-1.0%	-0.3%	0.1%	

	So Sexy Hair Sept Week 1				Launch To Date			
	Sales \$	Units	AD\$	TRX	Sales \$	Units	AD\$	TRX
Average Store Sales	\$ 274	41	2.3%		\$ 359	68	2.7%	
Total HAIR	\$ 131	22	31%		\$ 131	22	30%	
SHAMPOO	\$ 79	12	25%		\$ 79	12	25%	
CONDITIONER	\$ 70	10	28%		\$ 70	10	28%	
STYLING AIDS	\$ 41	7	15%		\$ 35	6	9%	
TRAVEL SIZE								
Shampoos / Conditioners								
Hydrating	\$ 90	13	55%		\$ 120	20	46%	
Normal	\$ 35	5	21%		\$ 55	9	22%	
Clarifying	\$ 12	2	7%		\$ 19	3	8%	
Volumizing	\$ 27	4	16%		\$ 56	10	22%	
Styling Aids								
Hairspray	\$ 25	4	35%		\$ 42	7	37%	
Straightening Gel	\$ 12	2	18%		\$ 18	3	16%	
Curl Enhancing Gel	\$ 12	2	17%		\$ 17	3	16%	
Mousse	\$ 17	3	25%		\$ 20	4	23%	
Scalping Gel	\$ 3	0	5%		\$ 10	2	9%	

	So Sexy Hair Sept Week 1				Launch To Date			
	Sales \$	Units	AD\$	TRX	Sales \$	Units	AD\$	TRX
Average Store Sales	\$ 314	43	2.5%		\$ 372	52	2.5%	
Total HAIR	\$ 94	12	30%		\$ 117	16	31%	
SHAMPOO	\$ 88	12	28%		\$ 108	15	29%	
CONDITIONER	\$ 81	11	26%		\$ 101	14	27%	
STYLING AIDS	\$ 50	8	16%		\$ 46	8	12%	
TRAVEL SIZE								
Shampoos / Conditioners								
Hydrating	\$ 84	11	46%		\$ 108	15	48%	
Normal	\$ 40	5	22%		\$ 47	6	21%	
Clarifying	\$ 13	2	7%		\$ 18	2	8%	
Volumizing	\$ 44	6	24%		\$ 52	7	23%	
Styling Aids								
Hairspray	\$ 32	4	39%		\$ 38	5	37%	
Straightening Gel	\$ 16	2	19%		\$ 17	2	17%	
Curl Enhancing Gel	\$ 11	1	13%		\$ 15	2	15%	
Mousse	\$ 19	3	24%		\$ 23	3	23%	
Scalping Gel	\$ 4	1	5%		\$ 7	1	7%	

Total Hair Performance versus Plan			
2/512 vs 2/515	\$34,730	\$30,683	\$4,047 -12%
2/512 vs 2/518	\$371,580	\$789,627	\$1,811,952 -18%

Observations

1. The lower priced cell was split into 2 test cells last week: Test 1A with the 2/512 overlay; Test 1B without the 2/512 overlay.
2. Removing the overlay pricing appears to have cost the cell approximately 18% in Hair Sales last week.
3. So Sexy Hair sales were up in Sales \$ between the original higher and lower priced test cells.
4. The lower priced test at 2/512 was up 13% Hair \$ sales, off of 35% more units. The Hair margin was up 3.9% in the 2/512 test.
5. Hair was down (12%) to plan last week.
6. Hair was 3.3% of shop in Easton, 2.8% in the Broadway store, 3.2% in Somerset and 1.9% in Christiana.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0923

So Sexy Hair Sept Week 2

Test 1 A

SAS pricing: 4/520
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	2.5%	1.5%	1.4%	3.1%	2.5%	2.3%	2.3%	3.1%
Garden	1.3%	1.2%	1.3%	1.3%	1.2%	1.3%	1.3%	1.3%
Prestige	-1.8%	-2.8%	1.2%	2.5%	-1.2%	0.6%	0.6%	2.5%
Color	2.0%	2.5%	1.2%	2.5%	2.2%	2.5%	2.5%	2.5%

Test 1 B

SAS pricing: 4/520
58 stores: Easton, 1981 Broadway, and Somerset excluded from "average"

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	0.4%	0.5%	-2.7%	-1.6%	1.2%	1.0%	1.0%	-1.6%
Garden	-0.6%	-0.1%	0.6%	1.0%	0.6%	1.0%	1.0%	1.0%
Prestige	-1.2%	-0.6%	0.6%	-0.5%	-0.8%	-0.5%	-0.5%	-0.5%
Color	-7.6%	-8.1%	3.1%	-5.3%	-7.0%	-5.3%	-5.3%	-5.3%

Test 2

SAS pricing: 3/510
30 stores

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	3.0%	2.7%	0.5%	0.3%	3.0%	2.7%	0.5%	0.3%
Garden	0.9%	1.1%	1.1%	-2.8%	0.9%	1.1%	1.1%	-2.8%
Prestige	-1.6%	-1.7%	1.7%	-2.5%	-1.6%	-1.7%	1.7%	-2.5%
Color	7.7%	7.9%	2.5%	0.0%	7.7%	7.9%	2.5%	0.0%

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	2.5%	1.5%	1.4%	3.1%	2.5%	2.3%	2.3%	3.1%
Garden	1.3%	1.2%	1.3%	1.3%	1.2%	1.3%	1.3%	1.3%
Prestige	-1.8%	-2.8%	1.2%	2.5%	-1.2%	0.6%	0.6%	2.5%
Color	2.0%	2.5%	1.2%	2.5%	2.2%	2.5%	2.5%	2.5%

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	0.4%	0.5%	-2.7%	-1.6%	1.2%	1.0%	1.0%	-1.6%
Garden	-0.6%	-0.1%	0.6%	1.0%	0.6%	1.0%	1.0%	1.0%
Prestige	-1.2%	-0.6%	0.6%	-0.5%	-0.8%	-0.5%	-0.5%	-0.5%
Color	-7.6%	-8.1%	3.1%	-5.3%	-7.0%	-5.3%	-5.3%	-5.3%

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	3.0%	2.7%	0.5%	0.3%	3.0%	2.7%	0.5%	0.3%
Garden	0.9%	1.1%	1.1%	-2.8%	0.9%	1.1%	1.1%	-2.8%
Prestige	-1.6%	-1.7%	1.7%	-2.5%	-1.6%	-1.7%	1.7%	-2.5%
Color	7.7%	7.9%	2.5%	0.0%	7.7%	7.9%	2.5%	0.0%

	So Sexy Hair Sept Week 2				Launch To Date			
	Sales \$	Units	ADS	TRX	Sales \$	Units	ADS	TRX
Total Shop	2.5%	1.5%	1.4%	3.1%	2.5%	2.3%	2.3%	3.1%
Garden	1.3%	1.2%	1.3%	1.3%	1.2%	1.3%	1.3%	1.3%
Prestige	-1.8%	-2.8%	1.2%	2.5%	-1.2%	0.6%	0.6%	2.5%
Color	2.0%	2.5%	1.2%	2.5%	2.2%	2.5%	2.5%	2.5%

Observations

1. The lower priced cell was split into 2 test cells: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
2. Removing the overlay pricing continues to cost the cell approximately 18% in Hair Sales.
3. So Sexy Hair sales were up 15% in Sales \$ between the original lower priced and higher priced cells.
4. The lower priced test at 2/\$12 was up 15% Hair \$ sales, off of 39% more units. The Hair margin was up 5.8% in the 2/\$12 test.
5. Hair was down (7%) to plan last week.
6. Hair was 3.8% of shop in Easton, 2.7% in the Broadway store, 2.9% in Somerset and 1.4% in Christiana.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0924

So Sexy Hair Sept Week 3

Test 1 A

SAS pricing: 4/520
58 stores: Easton, 1981 Broadway, and Somerset

	So Sexy Hair Sept Week 3			Launch By Date		
	Total Shop Results			Total Shop Results		
	Sales \$	RIMU \$	ADS	Sales \$	RIMU \$	ADS
Total Shop	4.4%	-5.3%	1.4%	2.6%	2.0%	3.0%
Garden	-9.1%	-8.9%	-	-1.5%	-1.5%	-
TRX	-6.2%	-	-	0.3%	0.3%	TRX
Vestige	-5.6%	-6.2%	-	0.3%	0.3%	-
Color	-7.0%	-7.0%	-5.6%	1.9%	2.1%	2.1%
						-0.4%

Test 1 B

\$7 or 2512 SAS pricing: 4/\$20
58 stores, Easton, 1981 Broadway, and Somerset excluded from "average."
*\$7 pricing overlay starting Aug Week 4.

	So. Stry Half Sept Week 3			Launch To Date		
	Total Shop Results		ADS	Total Shop Results		ADS
	Sales \$	RIHU %		Sales \$	RIHU %	
Total Shop	-4.1%	-4.2%	-1.5%	0.9%	0.2%	-1.7%
Garden	-5.2%	-5.0%		0.4%	0.6%	
Prestige	-6.0%	-5.6%		-1.0%	-0.8%	TRX
Color	-13.5%	-13.1%	-2.6%	-2.3%	-2.6%	

Case 1

Test 2
\$8.50 or 2/315
20 slots

	So Sexy Hair Sept Week 3						Launch To Date					
	Total Shop Results			Sales %			Total Shop Results			Sales %		
	RHMU	AOS	TRX	RHMU	AOS	TRX	RHMU	AOS	TRX	RHMU	AOS	TRX
Total Shop	-5.3%	-5.6%	-0.6%	-5.3%	-5.6%	-0.6%	-0.2%	-0.3%	-0.3%	-0.2%	-0.3%	-0.3%
Garden	-8.6%	-8.8%	-0.2%	-8.6%	-8.8%	-0.2%	-2.5%	-2.7%	-0.2%	-2.5%	-2.7%	-0.2%
Prestige	-8.6%	-8.8%	-0.2%	-8.6%	-8.8%	-0.2%	-2.5%	-2.7%	-0.2%	-2.5%	-2.7%	-0.2%

Average Store Sales		Sales \$	Units	% 2.5%	Sales \$	Units	% 2.8%
Total HAIR		\$ 311	32		\$ 417	71	
SHAMPOO							
	CONDITIONER	\$ 96	16	31%	\$ 135	23	32%
	STYLING AIDS	\$ 90	15	29%	\$ 121	21	29%
	TRAVEL SIZE	\$ 84	15	30%	\$ 124	21	30%
		\$ 31	5	10%	\$ 35	6	5%
Hydroxyls / Conditioners							
	Hydrating	\$ 88	15	47%	\$ 124	21	48%
	Normal	\$ 50	8	27%	\$ 65	10	22%
	Clarifying	\$ 15	2	8%	\$ 22	4	8%
	Volumizing	\$ 34	6	18%	\$ 55	9	22%
Hairspray							
	Straightening Gel	\$ 37	6	39%	\$ 46	8	37%
	Curl Enhancing Gel	\$ 15	2	16%	\$ 18	3	15%
	Mousse	\$ 14	2	15%	\$ 21	3	17%
	Scalppling Gel	\$ 22	4	24%	\$ 30	5	24%
		\$ 6	1	5%	\$ 9	2	8%

Average Store Sales	Sales \$	Units	%	Sales \$	Units	%
Total HAIR	\$ 288	43	2.3%	\$ 368	65	2.6%
SHAMPOO	\$ 65	11	30%	\$ 127	21	33%
CONDITIONER	\$ 76	11	26%	\$ 115	19	30%
STYLING AIDS	\$ 84	12	29%	\$ 110	18	28%
TRAVEL SIZE	\$ 43	7	15%	\$ 36	6	9%
Shampoos / Conditioners						
Hydrating	\$ 83	12	51%	\$ 116	20	48%
Normal	\$ 37	5	23%	\$ 53	9	22%
Cleansing	\$ 11	2	7%	\$ 18	3	8%
Volumizing	\$ 30	4	19%	\$ 54	9	22%
Styling Aids						
Hairspray	\$ 34	5	40%	\$ 41	7	37%
Straightening Gel	\$ 16	2	19%	\$ 18	3	16%
Curl Enhancing Gel	\$ 13	2	16%	\$ 19	3	16%
Mousse	\$ 16	2	19%	\$ 25	4	22%
Scrubbers Gels						

Average Store Sales			Sales \$		Units		% \$	
Total	HAIR		\$	283		40	2.3%	
SHAMPOO								
	CONDITIONER		\$	90		12	31%	
	STYLING AID		\$	79		11	27%	
	STYLING AIDS		\$	82		11	28%	
	TRAVEL SIZE		\$	42		7	14%	
Shampoos / Conditioners								
	Hydrating		\$	78		10	46%	
	Normal		\$	38		5	22%	
	Clarifying		\$	14		2	8%	
	Volumeizing		\$	39		5	23%	
Styling Aids								
	Hairspray		\$	32		4	39%	
	Straightening Gel		\$	13		2	16%	
	Curl Enhancing Gel		\$	11		2	14%	
	Mousse		\$	20		3	25%	

Total Hair Performance versus Plan				
	30-Plan	10-Actual	10-Varied	10-Varied
30-Plan	\$26,311	\$32,636	\$6,325	24%
10-Actual	\$1,027,894	\$950,248	(\$77,646)	-7.6%
10-Varied	\$1,027,894	\$950,248	(\$77,646)	-7.6%

Observations

1. The lower priced cell was split into 2 test cells: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
2. Removing the overlay pricing continues to cost the cell in Hair Sales, approximately (4%) last week.
3. Hair penetration is not maintaining its launch-to-date performance in any of the cells.
3. So Sexy Hair sales were up 10% in Sales \$ between the original higher and lower priced test cells.
4. The lower priced test at 2/\$12 was up 10% Hair \$ sales, off of 29% more units. The Hair margin was down (3%) in the 2/\$12 test.
5. Hair was up 24% to plan last week.
6. Hair was 32.7% of shop in Easton, 2.1% in the Broadway store, 2.0% in Somerset, 1.6% in Christiansa and 2.4 in Topanga.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

So Sexy Hair Sept Week 4

Test 1A
\$7 or 2512
56 stores: Easton, 1981 Broadway, and Somerset excluded from "average"
SAS pricing: 4/320

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	1.2%	4.4%	2.7%	2.0%	3.0%
Garden	-4.8%	-4.8%	-1.5%	-1.5%	-1.5%	-1.5%
Prestige	0.5%	-0.2%	TRX	0.4%	0.4%	TRX
Color	5.2%	4.5%	-2.0%	2.2%	2.4%	-0.3%

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	1.2%	4.4%	2.7%	2.0%	3.0%
Garden	-4.8%	-4.8%	-1.5%	-1.5%	-1.5%	-1.5%
Prestige	0.5%	-0.2%	TRX	0.4%	0.4%	TRX
Color	5.2%	4.5%	-2.0%	2.2%	2.4%	-0.3%

Total Hair Performance versus Plan			
Plan	Actual	Variance	%
\$25,258	\$25,258	\$0	100%
\$1,053,143	\$1,053,143	\$0	100%

Test 1B
\$7 or 2512
56 stores: Easton, 1981 Broadway, and Somerset excluded from "average"
SAS pricing: 4/320

* \$7 price/no overlay starting Aug Week 4.

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	1.2%	4.4%	2.7%	2.0%	3.0%
Garden	-4.8%	-4.8%	-1.5%	-1.5%	-1.5%	-1.5%
Prestige	0.5%	-0.2%	TRX	0.4%	0.4%	TRX
Color	5.2%	4.5%	-2.0%	2.2%	2.4%	-0.3%

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	1.2%	4.4%	2.7%	2.0%	3.0%
Garden	-4.8%	-4.8%	-1.5%	-1.5%	-1.5%	-1.5%
Prestige	0.5%	-0.2%	TRX	0.4%	0.4%	TRX
Color	5.2%	4.5%	-2.0%	2.2%	2.4%	-0.3%

Total Hair Performance versus Plan			
Plan	Actual	Variance	%
\$25,258	\$25,258	\$0	100%
\$1,053,143	\$1,053,143	\$0	100%

Test 2
\$8.50 or 2515
30 stores
SAS pricing: 3/518

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	2.0%	0.0%	-0.1%	-0.2%	-0.3%
Garden	-0.9%	-0.6%	TRX	-2.2%	-2.1%	TRX
Prestige	-0.6%	-0.7%	TRX	-2.6%	-2.6%	TRX
Color	-0.6%	-0.3%	2.4%	-0.7%	0.0%	0.3%

	So Sexy Hair Sept Week 4			Launch To Date		
	Sales \$	Units	AD\$	Sales \$	Units	AD\$
Total Shop	2.4%	2.0%	0.0%	-0.1%	-0.2%	-0.3%
Garden	-0.9%	-0.6%	TRX	-2.2%	-2.1%	TRX
Prestige	-0.6%	-0.7%	TRX	-2.6%	-2.6%	TRX
Color	-0.6%	-0.3%	2.4%	-0.7%	0.0%	0.3%

Total Hair Performance versus Plan			
Plan	Actual	Variance	%
\$25,258	\$25,258	\$0	100%
\$1,053,143	\$1,053,143	\$0	100%

Observations

1. The lower priced cell was split into 2 test cells: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
2. Removing the overlay pricing continues to cost the cell in Hair Sales, approximately (4%) last week.
3. So Sexy Hair sales were up 16% in Sales \$ between the original higher and lower priced test cells.
4. The lower priced test at 2/\$12 was up 16% Hair \$ sales, off of 40% more units. The Hair margin was up 5.5% in the 2/\$12 test.
5. Hair was up 18% to plan last week.
6. Hair was 1.4% of shop in Easton, 2.1% in the Broadway store, 4.3% in Somerset, 1.3% in Christiana and 2.7% in Topanga.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0926

So Sexy Hair Sept Week 5

Test 1A
\$7 or 2512
31 stores: Easton, 1991 Broadway, and Somerset excluded from "average"
*Oct 14th: Hair in Zone 1

Test 1B
\$7
30 stores
* \$7 price/no 2512 overlay starting Aug Week 4.

Test 2
\$8.50 or 2515
30 stores
* Oct 10th Overlay deal change from 2515 to 2512

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	2.5%	1.3%	2.0%	3.0%		
Garden	-2.2%	-2.1%				
Prestige	-0.5%	-0.6%	TRX			
Color	2.1%	2.6%	0.5%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	0.5%	1.3%	-0.5%	-1.6%		
Garden	0.9%	1.3%				
Prestige	-3.1%	-2.3%	TRX			
Color	-12.4%	-12.5%	0.1%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	3.8%	3.6%	1.0%			
Garden	-0.6%	-0.3%				
Prestige	0.3%	0.6%	TRX			
Color	4.7%	5.0%	2.7%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	2.7%	2.0%	3.0%			
Garden	-1.6%	-1.6%				
Prestige	0.3%	0.3%	TRX			
Color	2.3%	2.5%	-0.3%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	0.5%	1.3%	-0.5%	-1.6%		
Garden	0.9%	1.3%				
Prestige	-3.1%	-2.3%	TRX			
Color	-12.4%	-12.5%	0.1%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	3.8%	3.6%	1.0%			
Garden	-0.6%	-0.3%				
Prestige	0.3%	0.6%	TRX			
Color	4.7%	5.0%	2.7%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	2.7%	2.0%	3.0%			
Garden	-1.6%	-1.6%				
Prestige	0.3%	0.3%	TRX			
Color	2.3%	2.5%	-0.3%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	0.5%	1.3%	-0.5%	-1.6%		
Garden	0.9%	1.3%				
Prestige	-3.1%	-2.3%	TRX			
Color	-12.4%	-12.5%	0.1%			

	So Sexy Hair Sept Week 5				Launch To Date	
	Sales \$	Units	ADS	TRX	Total Shop Results	ADG
Total Shop	3.8%	3.6%	1.0%			
Garden	-0.6%	-0.3%				
Prestige	0.3%	0.6%	TRX			
Color	4.7%	5.0%	2.7%			

Observations

1. The lower priced cell was split into 2 test cells: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
2. Removing the overlay pricing continues to cost the cell in Hair Sales, approximately (12%) last week.
3. So Sexy Hair sales were up 9% in Sales \$ between the original higher and lower priced test cells.
4. The lower priced test at 2/\$12 was up 9% Hair \$ sales, off of 30% more units. The Hair margin was flat in the 2/\$12 test.
5. Hair was up 18% to plan last week.
6. Hair was 4.1% of shop in Easton, 3.3% in the Broadway store, 3.3% in Somerset, 1.2% in Christiana and 2.2% in Topanga.
7. New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.
8. Test Cell 1 will move to Zone 1 on Oct 14th
9. The \$8.50 test cell will move to a 2/\$12 overlay on October 10th.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0927

So Sexy Hair Oct Week 1

Test 1 A
\$7 or 2312; SAS 4320
4/5/19.99
Zone 1

Test 1 B
\$7 or 2312; SAS 4320
\$7 straight ticket
4/5/19.99

Test 2
\$6.50 or 2315; SAS 3518
3/5/17.99
\$6.50 or 2312

So Sexy Hair Oct Week 1			
Total Shop Results		Launch To Date	
Sales \$	Units	Sales \$	Units
3.6%	2.0%	2.7%	2.0%
-1.6%	-1.9%	-1.6%	-1.6%
1.3%	0.8%	0.5%	0.3%
1.1%	1.1%	2.2%	2.6%
			-0.3%

So Sexy Hair Oct Week 1			
Total Shop Results		Launch To Date	
Sales \$	Units	Sales \$	Units
-0.6%	-1.0%	0.5%	0.7%
-0.2%	-0.1%	0.5%	0.9%
-5.7%	-5.1%	-1.3%	-1.0%
-5.9%	-2.0%	-7.4%	-6.6%
			-2.5%

So Sexy Hair Oct Week 1			
Total Shop Results		Launch To Date	
Sales \$	Units	Sales \$	Units
1.3%	1.2%	0.1%	0.0%
-3.4%	-3.4%	-2.2%	-2.1%
-0.5%	0.1%	-2.7%	-2.6%
0.3%	0.6%	-0.4%	0.5%
			0.6%

Average Store Sales			
Sales \$	Units	Sales \$	Units
\$ 416	79	\$ 412	71
\$ 128	24	\$ 133	23
\$ 112	21	\$ 119	21
\$ 133	25	\$ 123	21
\$ 45	9	\$ 37	6
			9%
			48%
			24%
			7%
			20%
			38%
			17%
			13%
			25%
			6%
			2%

Average Store Sales			
Sales \$	Units	Sales \$	Units
\$ 367	67	\$ 378	63
\$ 110	20	\$ 123	21
\$ 101	19	\$ 111	19
\$ 114	21	\$ 107	18
\$ 43	8	\$ 37	6
			10%
			49%
			23%
			7%
			19%
			39%
			15%
			14%
			26%
			5%
			1%

Average Store Sales			
Sales \$	Units	Sales \$	Units
\$ 312	50	\$ 359	51
\$ 94	15	\$ 112	15
\$ 86	14	\$ 103	14
\$ 91	15	\$ 99	13
\$ 41	7	\$ 46	8
			13%
			46%
			23%
			8%
			20%
			40%
			19%
			13%
			23%
			5%
			1%

Total Hair Performance versus Plan			
Sales \$	Units	Sales \$	Units
\$ 416	79	\$ 412	71
\$ 128	24	\$ 133	23
\$ 112	21	\$ 119	21
\$ 133	25	\$ 123	21
\$ 45	9	\$ 37	6
			9%
			48%
			24%
			7%
			20%
			38%
			17%
			13%
			25%
			6%
			2%

Observations

- The lower priced cell was split into 2 test cells: Test 1A with the 2/\$12 overlay; Test 1B without the 2/\$12 overlay.
- Removing the overlay pricing continues to cost the cell in Hair Sales, approximately (6%) last week.
- Hair penetration was strong in Oct week 1 (which included the full Columbus Day sale weekend.)
- So Sexy Hair sales were up 33% in Sales \$ between the original higher and lower priced test cells.
- The lower priced test at 4/\$19.99 was up 33% Hair \$ sales, off of 58% more units. The Hair margin was up 30% in the 4/\$19.99 test.
- Hair was down (3%) to plan last week.
- Hair was 3.6% of shop in Easton, 2.9% in the Broadway store, 3.0% in Somerset, 1.4% in Christiana and 2.2% in Topanga.
- New Hair merchandising was in effect Tuesday August 12th, but we have not seen a change to Hair penetration.
- Test Cell 1 will move to Zone 1 on Oct 14th
- The \$6.50 test cell will move to a 2/\$12 overlay on October 10th.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0928

So Sexy Hair Oct Week 3

Test 1 A
\$7 or 2512: SAS 4520
4519.99
Zone 1

Test 1 B
\$7 or 2512: SAS 4520
4519.99
Zone 1

Test 2
\$8.50 or 2515: SAS 3518
3517.99
Zone 1

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

So Sexy Hair Oct Week 3		Launch To Date	
Sales \$	Units	Sales \$	Units
Total Shop	251	Total Shop	251
Garden	15	Garden	15
Prestige	10	Prestige	10
Color	10	Color	10

Observations

- Two changes were made to the test structure October Week 2: Test 1A moved to Zone 1, and the overlay of the \$8.50 cell was lowered to 2/\$12.
- Hair penetration was very low last week.
- The \$8.50 or 2/\$12 cell outperformed the \$7 or 2/\$12 cell by 17% in sales, 12% in units and 18% in margin.
- The \$7 straight ticket cell lagged the others last week. It had (7.5%) lower sales and (5%) lower Margin than the \$7 or 2/\$12 cell.
- Hair was down (2%) to plan last week.
- Hair was 1.8% of shop in Easton, 3.0% in the Broadway store, 2.9% in Somerset, 1.1% in Christiana and 3.2% in Topanga.
- Conference Calls were held Thursday Oct 23rd, but do not appear to have affected performance.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0929

So Sexy Hair Nov Week 1

Test 1A
\$7 or 2512; SAS 4520
4519.99
Zone 1
Aprl Wk 2- Oct Wk 1
Columbus Weekend
Oct Wk 2-

So Sexy Hair Nov Week 1		Launch To Date	
Total Shop Results		Total Shop Results	
Sales \$	330	Sales \$	330
Units	57	Units	57
ADS	2.2%	ADS	2.2%
TRX	0.1%	TRX	0.1%
Color	7.2%	Color	7.2%
Prestige	0.6%	Prestige	0.6%
Garden	-3.2%	Garden	-3.2%
Total Shop	2.3%	Total Shop	2.3%

Test 1B
\$7 or 2512; SAS 4520
4519.99
Zone 1
Aprl Wk 2- Aug Wk 3
Columbus Weekend
Aug Wk 4-

So Sexy Hair Nov Week 1		Launch To Date	
Total Shop Results		Total Shop Results	
Sales \$	339	Sales \$	339
Units	55	Units	55
ADS	-2.8%	ADS	-2.8%
TRX	1.3%	TRX	1.3%
Color	-9.5%	Color	-9.5%
Prestige	-5.7%	Prestige	-5.7%
Garden	1.0%	Garden	1.0%
Total Shop	-1.3%	Total Shop	-1.3%

Test 2
\$8.50 or 2515; SAS 3518
3517.09
Zone 1
Aprl Wk 2- Oct Wk 1
Columbus Weekend
Oct Wk 2-

So Sexy Hair Nov Week 1		Launch To Date	
Total Shop Results		Total Shop Results	
Sales \$	327	Sales \$	327
Units	57	Units	57
ADS	1.2%	ADS	1.2%
TRX	0.1%	TRX	0.1%
Color	2.4%	Color	2.4%
Prestige	0.1%	Prestige	0.1%
Garden	-0.3%	Garden	-0.3%
Total Shop	2.8%	Total Shop	2.8%

Average Store Sales		Average Store Sales	
Total HAIR		Total HAIR	
Sales \$	339	Sales \$	339
Units	55	Units	55
ADS	-2.8%	ADS	-2.8%
TRX	1.3%	TRX	1.3%
Color	-9.5%	Color	-9.5%
Prestige	-5.7%	Prestige	-5.7%
Garden	1.0%	Garden	1.0%
Total Shop	-1.3%	Total Shop	-1.3%

Average Store Sales		Average Store Sales	
Total HAIR		Total HAIR	
Sales \$	369	Sales \$	369
Units	62	Units	62
ADS	2.6%	ADS	2.6%
TRX	0.1%	TRX	0.1%
Color	7.2%	Color	7.2%
Prestige	0.6%	Prestige	0.6%
Garden	-3.2%	Garden	-3.2%
Total Shop	2.3%	Total Shop	2.3%

Average Store Sales		Average Store Sales	
Total HAIR		Total HAIR	
Sales \$	327	Sales \$	327
Units	57	Units	57
ADS	1.2%	ADS	1.2%
TRX	0.1%	TRX	0.1%
Color	2.4%	Color	2.4%
Prestige	0.1%	Prestige	0.1%
Garden	-0.3%	Garden	-0.3%
Total Shop	2.8%	Total Shop	2.8%

Total Hair Performance versus Plan	
Plan	\$1,246,891
Actual	\$1,081,960
Variance	\$164,931
% Variance	-13.2%

Observations

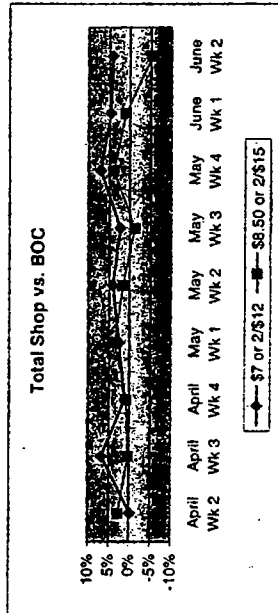
- Two changes were made to the test structure October Week 2: Test 1A moved to Zone 1, and the overlay of the \$8.50 cell was lowered to 2/\$12.
- Hair penetration improved slightly last week. Up to 2.1% and 23.2% from 1.8% and 1.9% during Oct Week 4.
- There was little difference among the test cells this week.
- The \$7 straight ticket cell outperformed the other cells slightly last week. The \$7 cell had 3.3% higher sales and 7% higher Margin.
- Hair was down (10%) to plan last week.
- Hair was 2.1% of shop in Easton, 1.1% in the Broadway store, 2.7% in Somerset, 1.6% in Christiana and 2.3% in Topanga.
- Conference Calls were held Thursday Oct 23rd, but do not appear to have positively affected performance.

Note: 36 of the 90 test stores are designated as Top 160

IBC 0930

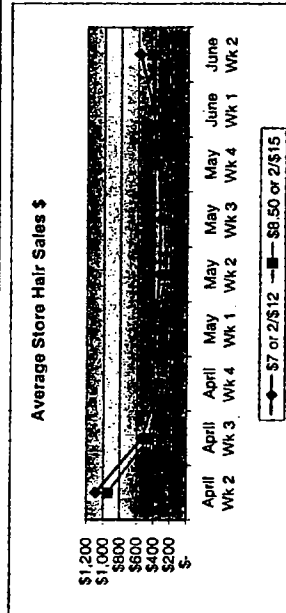
Total Shop vs BOC

Store	April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3
Focus										
\$7 or 2/\$12	Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS
	0%	7%	1%	3%	4%	2%	7%	5%	4%	9%
\$8.50 or 2/\$15	3%	0%	1%	4%	2%	-1%	4%	1%	-6%	-4%



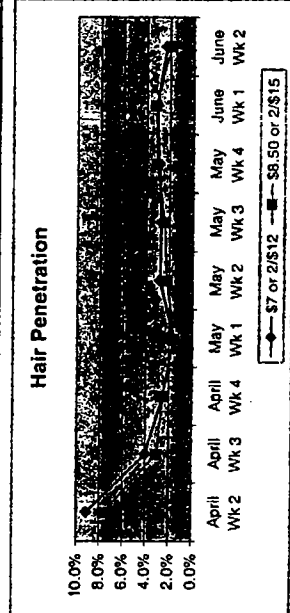
Average Store Half \$

Store	April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3
Focus	Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS
\$7 or 2/\$12	\$ 1,084	\$ 537	\$ 335	\$ 394	\$ 336	\$ 331	\$ 343	\$ 421	\$ 574	\$ 501
\$8.50 or 2/\$15	\$ 945	\$ 454	\$ 331	\$ 399	\$ 254	\$ 279	\$ 356	\$ 417	\$ 431	\$ 368



Average Store Hair Penetration

Store		April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3
Focus		Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS
	\$7 or 2/\$12	9.1%	4.0%	2.5%	1.6%	2.8%	2.7%	2.9%	3.1%	2.3%	2.4%
	\$8.50 or 2/\$15	7.6%	3.0%	2.5%	1.6%	2.2%	2.4%	3.1%	3.2%	1.8%	2.0%



***SAS Pricing:**

Hair Trend
April Wk 2: Launch- July Week 1

Total Shop vs BOC

Store	April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3	June Wk 4	June Wk 5	July Wk 1
Focus	Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS	SAS	SAS	SAS
\$7 or 2/\$12	0%	7%	1%	3%	4%	2%	7%	5%	4%	9%	7%	6%	4%
\$8.50 or 2/\$15	3%	0%	1%	4%	2%	-1%	4%	1%	-6%	-4%	0%	-3%	2%

Total Shop vs. BOC



April April May May June June June June July
 Wk 2 Wk 3 Wk 4 Wk 1 Wk 2 Wk 3 Wk 4 Wk 5 Wk 1

◆—\$7 or 2/\$12 —■—\$8.50 or 2/\$15

Average Store Hair \$

Store	April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3	June Wk 4	June Wk 5	July Wk 1
Focus	Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS	SAS	SAS	SAS
\$7 or 2/\$12	\$ 1,084	\$ 537	\$ 335	\$ 394	\$ 336	\$ 331	\$ 343	\$ 421	\$ 574	\$ 501	\$ 450	\$ 458	\$ 310
\$8.50 or 2/\$15	\$ 945	\$ 454	\$ 331	\$ 399	\$ 254	\$ 279	\$ 356	\$ 417	\$ 431	\$ 368	\$ 316	\$ 333	\$ 306

Average Store Hair Sales \$



April April May May June June June June July
 Wk 2 Wk 3 Wk 4 Wk 1 Wk 2 Wk 3 Wk 4 Wk 5 Wk 1

◆—\$7 or 2/\$12 —■—\$8.50 or 2/\$15

Average Store Hair Penetration

Store	April Wk 2	April Wk 3	April Wk 4	May Wk 1	May Wk 2	May Wk 3	May Wk 4	June Wk 1	June Wk 2	June Wk 3	June Wk 4	June Wk 5	July Wk 1
Focus	Hair	M'Day	M'Day	M'Day	Sexy	Sexy	Sexy	F'Day	SAS	SAS	SAS	SAS	SAS
\$7 or 2/\$12	9.1%	4.0%	2.5%	1.6%	2.8%	2.7%	2.9%	3.1%	2.3%	2.4%	2.4%	2.6%	2.3%
\$8.50 or 2/\$15	7.6%	3.0%	2.5%	1.6%	2.2%	2.4%	3.1%	3.2%	1.9%	2.0%	1.9%	2.0%	2.4%

Hair Penetration



April April May May June June June June July
 Wk 2 Wk 3 Wk 4 Wk 1 Wk 2 Wk 3 Wk 4 Wk 5 Wk 1

◆—\$7 or 2/\$12 —■—\$8.50 or 2/\$15

*SAS Pricing:
 \$7 or 2/\$12 cell: 4/\$20
 \$8.50 or 2/\$15 cell: 3/\$18